

**(Re)significations of the Cuiaba port landscape:
Implementation of historic tourism**

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ABSTRACT

To speak about the quarter of Porto, in Cuiabá, is like tracing a bias in the history of Mato Grosso, which started there, in Porto Geral (General Port) at the beginning of the eighteenth century. Beyond the exponential historical value, the quarter has a proper dynamic, a psychosocial reality developed from the movement led by shipments and landings and, later, by the Fish Market that there is installed on behalf of the facility in the landing of fish, fruit and vegetables coming from "river down". This article focuses on the urban reality of the quarter that grew to the edge of Vila Real do Bom Jesus, with the proposal to discuss the abandonment allowed by the public power, one of the reasons for the exit of traditional families, who had left backward only huge houses, slowly invaded by prostitution, the allurements of children for sex and by the trafficking of narcotics. The proposal is to analyze the Docks Area, aiming to (re)signify it with an architectural revitalization of the neighborhood to meet, more specifically, the demand interested in historic tourism.

Keywords: Cuiabá Port, revitalization, community, historic tourism

INTRODUCTION

The Bairro do Porto, the central theme of this article has as its main reference the Cuiabá river, considered the first gateway to the region and also represents a fundamental historical landmark in the process of occupation and economic development of the state of Mato Grosso. For three centuries, it was practically the only access route between Mato Grosso and the rest countries.

Due to the importance it had for the interests of the Portuguese and Brazilian crowns, it was built on the left bank of the river as a mooring port, called Porto Geral, through which the monsoons¹ entered bringing supplies, manufactured goods, and slaves to work in the gold mines and, in the return, they transported to São Vicente, São Paulo, the gold taken from the Mines of Cuiabá.

GOALS

The idea of researching the Porto neighborhood was born with the proposal to suggest to the local community, the architectural revitalization² of the "casario"³ that surrounds the Liu Arruda Cultural Space, where there are still some adobe houses of great historical value, to create a tourist structure.

METHODOLOGY

The first stage of the study required a dive into the memory of the neighborhood, to assess the reasons that led to that state of abandonment.

¹ The flags of this period, which came to Mato Grosso, were called "Monções", because they took advantage of the most favorable time of the year, similar to what the Portuguese did in the Indian Ocean, when they sailed driven by the winds called "monções" (PÓVOAS, L.C., 1995, p. 74).

² The architectural revitalization of the buildings built there in the 18th century aims to revitalize historical heritage assets, providing the necessary urban adequacy so that the buildings and spaces can be used, promoting the preservation of cultural identity and the economic dynamism of the areas recognized as historical heritage. (www.caixa.gov.br).

³ Casario is the local name for a group of houses that are close together, but dispersed in a territory whose similarity could be compared to that of a village. (www.wikipedia.org).

As it is a very large area, a cut was made limiting the study to the surroundings of the Liu Arruda Cultural Space, where a good part of the old houses, the Rio Museum, and the Municipal Aquarium are located, considered potential tourist attractions.

Unfortunately, a simple look at the streets and buildings of the chosen area has already highlighted the urgency of structural, architectural, landscape, and structural interventions, including the existing socioeconomic structure.

The houses and the Museum of Rio are badly damaged by the action of time and lack of maintenance, in addition to the river bank serving as a shelter for marginals. The scenario is not very encouraging and leaves the feeling that time has forgotten that urban space, both as the cradle of the development of Mato Grosso, in the early days of its colonization, and as a trading post before and after the Paraguayan War, when Porto Geral brought countless benefits to the Mato-Grossense Province.

Even if the tourist proposal wanted to rescue history and was one of the ways out of unemployment - the main problem faced by the community - there was no solution, at least in the short term, as it is not just the houses that need revitalization; people also need to revitalize themselves, to believe in their potential and aim for a better quality of life. This is equivalent to a socio-geographical (re)signification, to preserve the strong cultural tradition that will introduce, in a pertinent way, actions that demand changes in daily life, without the proposal presenting itself as demiurgic.

It would be up to tourism to endorse the realism of ideas to rehabilitate the space and open up in people the possibilities hidden by the lack of social responsibility and the absence of public policies. For such, it would be necessary the unconditional support of the Public Power in command of the execution of the basic demands such as security, sanitation, lighting, and specialized labor.

ANALYSIS METHOD

The most appropriate way to give consensus to the proposal was to adopt action research techniques (Pesquisa-ação⁴) to "serve as the education of the citizen man concerned with organizing the collective existence of the city (BARBIER, 2002:19)"

In interviews with community leaders, it is possible to learn about the priorities to eliminate the most pressing problems and allocate the essentials for conducting the research, as good solutions were found in it to form partnerships that would integrate the community with the public power, at the same time in which to strengthen articulations with the private sector and the third sector.

In addition, it was proposed to the Municipality of Cuiabá and to the City Council, the creation of legal provisions that would grant to the neighborhood companies that participated in the project, discounts on fees and/or taxes due to the municipal treasury, a fact that, at first, found good repercussion.

⁴ Methodology that has a participatory character, democratic impulse and contribution to social change.

In search of (re)significations, the research continued paraphrasing the German philosopher and geographer Immanuel Kant (1802), quoted by Santos (2007:54): "History is an endless process, but objects change and give a different geography to each moment of history".

HISTORY

The Porto neighborhood, whose formation dates back to 1721, is located on the left bank of the Cuiabá River, west of the Municipality of Cuiabá. Traditionally, the spatiality of the Porto neighborhood extended from Dom Bosco Avenue to the banks of the Cuiabá River. In 1973, its spatial perimeter was reduced and today the neighborhood is between the left bank of the Cuiabá River and Miguel Sutil Avenue, it continues to Ipiranga Street, Senador Metello Avenue, to the stream of Prainha, at the corner with Carmindo de Campos Avenue, and ends at the meeting with the river.

According to data from the IBGE Census (2010), in the area of 248 hectares occupied by the neighborhood, today 9274 inhabitants live.

Figure 01 - Satellite Image of the Porto District



Source: Google map site/ 2007 (adapted)

It was through the Cuiabá river that the pioneers from São Paulo reached the lands of the Bororo Indians and began the Portuguese colonization in the region.

The history of Minas de Cuiabá, as it was known, is intertwined with that of the Cuiabá River. Going up the river through the old Prainha stream, which flowed into the Cuiabá river, Miguel Sutil⁵ found gold in a place then called Arraial da Forquilha, an area where the

⁵ In 1721, the pioneer Sorocaba Miguel Sutil de Oliveira, having descended from the Coxipó River to the Cuiabá River, where he had planted swiddens, sent two Indians to look for honey. On their return, instead of sweet food, they brought gold nuggets. The third gold deposit in Mato Grosso was discovered, this time located in the bed of the stream called Prainha, a tributary of the Cuiabá river (SIQUEIRA, 2002).

Church of Nossa Senhora do Rosário and Capela de São Benedito are located, in the Historic Center of Cuiabá. There began, Vila Real do Bom Jesus, whose foundation was drawn up on April 8, 1719.

In São Gonçalo Velho or Aldeia Velha, on the banks of the Coxipó-Mirim river, in 1719, gold mines were discovered in Mato Grosso's territory, where the first village was organized. Quickly exhausted, they gave birth to another mine, also on the Coxipó River, but on the banks of the Mutuca River, giving rise to another village, which they named Forquilha (SIQUEIRA:2002:31).

In 1727, Vila Real do Bom Jesus de Cuiabá had two ports: Barralho, which served people coming from “upstream” (currently Santo Antônio do Leverger) and Porto Geral, the main entry point to the village.

Costa, M.F and Diener, P. (2000:14) report that since the beginning of colonial times, Cuiabá was divided into two nuclej, later called districts; the 1st District, was the area where today is the city center and the 2nd District the area where Porto is. There was also a 3rd District, in a conurbation, today the municipality of Várzea Grande.

By the geographical map of the urban structure of Cuiabá, in 1786 it is noted the existence of two population agglomerates in the Vila; one near Igreja do Rosário, where the Lavras do Sutil practically emerged, and another in “Porto Geral”, where several boats arrived (MARTINS, M.M. Jr. (2006:146)

The monsoons that arrived through Porto Geral brought supplies, manufactured goods and slaves to work in the mines. On their return, the same ships took to São Vicente, SP, the gold taken from the Cuiabá Mines.

The monçoeiros, more concerned with the toil of the journey than with visual delights, were quite economical when talking about the place where they landed; perhaps the arrival was enough for them, which guaranteed relief and fed back their dreams. This deprived us of restoring this place, as it could have been, seen by the first conquerors. (COSTA, M.F. and DIENER, P, 2000:13,14).

Because they had so little concern for the Pantanal or Cuiaban landscapes, they left practically no account until the end of the 18th century. One of the first travelers to describe them and report the daily life of the village and Porto Geral was the military engineer Luiz D'Alincourt, who arrived in Cuiabá in 1818. Officially in charge of carrying out the first census of Mato Grosso, he lived in the Captaincy, then Province, a few years. (PÓVOAS, L.C., 1995:176).

From his observations, as early as 1826, in the area where the Cais do Porto used to be, there was a warehouse that supplied Cuiabá and the surrounding villages. Not far away, according to Costa, M.F. and Diener, P, 2000: 13,14, there was a chapel dedicated to São Gonçalo and some houses such as the Casa da Pólvora, a building later renamed Arsenal de Guerra, a place that today houses the Sesc Arsenal. Thus, the houses “on the other side of the river” were probably in the area where the municipality of Várzea Grande is today, and the path to which he referred was probably the road that led to Vila Bela, a municipality in Alto Guaporé, seat of the captaincy of Mato Grosso between 1746 and 1820.

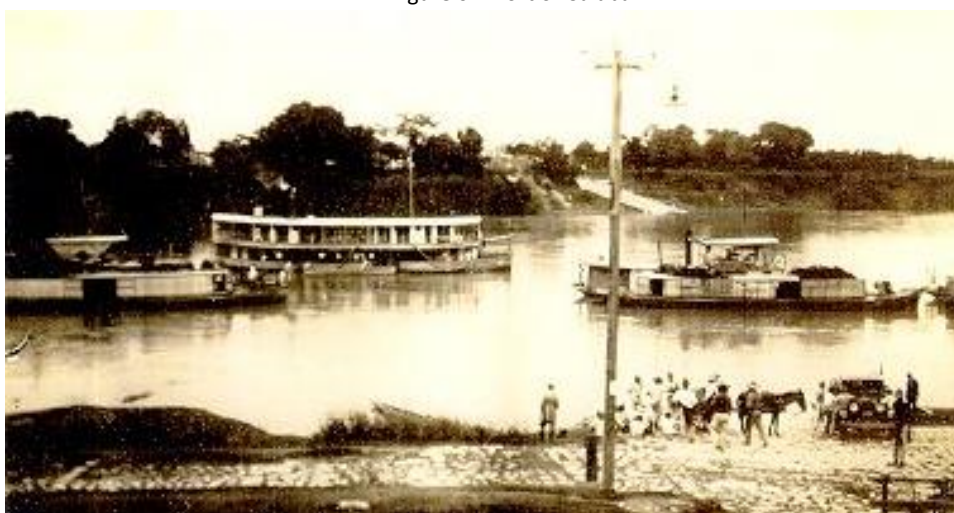
The lack of information about the visual aspects of the Cuiabá River during the first century of colonization formed a hiatus in the structuring of the first structured neighborhoods of Cuiabá. The vast majority of historians failed to report these important urban

transformations that occurred in the formation of the city. (MARTINS, 2002:153). One of the main transformations of the period of the first centenary of Vila Real do Bom Jesus took place with the change of the capital from Vila Bela da Santíssima Trindade to Cuiabá, definitively, and its elevation to the category of city, on September 17, 1819.

With the arrival of Augusto Leverger⁶, the future Barão de Melgaço, on 11.23.1830, Cais do Porto gained a new landscape. By order of the Imperial Government of Dom Pedro I, the Arsenal de Marinha was built, in the place where Luiz de Albuquerque⁷ Square is today, to support a squadron of gunboats destined to defend the lower course of the Paraguay River.

The arrival of the steamer, "Corça", in 1857, marked a new time for river navigation in Mato Grosso, as the dock services were no longer manual. In the same year, the first vessel of the Navy, the steamer "Maracanã", arrived in Cuiabá.

Figure 02. Port of Cuiabá



Source: Project Voices that echo through the streets, alleys and houses, 2004

⁶ Augusto João Manuel Leverger was appointed to the Mato Grosso Navy Arsenal, then in organization, he remained in the province from 1830 to 1834, forgotten. Despite numerous requests to the Minister of the Navy, his requests for cash for the construction costs of the six Gunboats, the reason for his coming to Mato Grosso, nor what was necessary for his subsistence were granted. In 1834, he returned to Rio de Janeiro, where he received the arrears, and, in view of his poor health, obtained a year's leave. With the navigation treaty for the rivers of Plateau, signed between Brazil, Paraguay and Uruguay, the Brazilian government needed people who knew the province of Mato Grosso. Due to his deep knowledge of the region, he became the person indicated to command the gunboats that were in the province. He participated in important missions during the Paraguayan War and, after retirement, was President of the Province three times. He left a respectable scientific background, highlighting the hydrographic works of almost the entire province, the Geographical Dictionary of the Province of Mato Grosso and the Geographical, Chronological and Statistical Map of the Province of Mato Grosso. He was a Knight of the Imperial Order of the Cruzeiro, 1828; Knight of the Imperial Order of the Rose, 1840; Officer of the Imperial Order of the Rose, 1842; Commander of the Order of Saint Benedict of Aviz, 1857; and Barão de Melgaço, 1865 and Consul General of Brazil, in Paraguay, 1840. Naturalized Brazilian, 1842, died in Mato Grosso on January 14, 1880.

⁷ Luiz de Albuquerque de Mello Pereira e Cáceres was the 4th Governor and Captain-General of the Captaincy of Mato Grosso, Portuguese of Vizeu, took office on December 13, 1772, and only leaving office 16 years, 11 months and 7 days later, succeeded by his brother João de Albuquerque de Mello Pereira and Cáceres. During his government he built Fort Coimbra, Fort Príncipe da Beira, founded Albuquerque (current city of Corumbá), Vila Maria (current city of Cáceres), Casalvasco, Salinas and Corixa Grande, consolidating Portuguese rule. (Voices that echo through the streets, alleys and houses project - a tourist proposal for the Porto District and its surroundings - Prof. Msc.Sibele de Moraes)

Porto Geral, known as an important commercial point, had its movement even more after the Paraguayan War (1865-1870).

With the signing of the Treaty of Alliance, Commerce, Navigation, and Extradition between Brazil and the Republic of Paraguay, navigation was opened for Mato Grosso along the Paraguay River, which integrates, with the Uruguay and Paraná rivers, the large hydrographic basin that interconnects the South, Southeast and Midwest of Brazil with the Republics of Uruguay, Argentina, and Paraguay". (SIQUEIRA, 2002:95).

For this reason, several companies built their warehouses there and, practically in the same space, also built their houses. Thus, Rua Grande (Big Street), today XV de Novembro Avenue, became one of the most "chic" and valued spots in the city. Between 1870 and 1930, navigation was uninterrupted and through it, many goods, new residents - foreign and national - and ideas entered Mato Grosso. (SIQUEIRA, 2002:100).

The route between Cuiabá and São Paulo used the rivers Cuiabá, São Lourenço, Xianes, Paraguay, Taquari, Coxim, Camapuã, Pardo, Paraná, and Tietê. It was not until 1930 that steamboats also became part of the Porto Geral scene, although the Navy steamer "Maracanã", from the Navy, arrived in Cuiabá in 1857.

This service was marked by the monthly voyages from Montevideo to Cuiabá, which had a flotilla made up of the boats Marques de Olinda and Conselheiro Paranhos. The line between Corumbá and Cuiabá was carried out by the Jauru and Cuiabá steamers (PÓVOAS, 1995:316).

With the increase in traffic at the Porto Pier, there was a need to build a place where fish, vegetables, and groceries that arrived to meet the demand of the population that had been increasing at the end of this century were distributed. For this reason, in 1899, the Fish Market was built and listed by the state government in 1983.

There were important changes in Cuiabana spatiality after the city suffered a lot of influence from the policy called "March to the West", undertaken by the Vargas Government, aiming at the modernization of regions considered "empty"

Parallel to its historical importance, Porto Geral was a place of entertainment for the residents of the three districts. For a long time, the arrival of steamers at Cais do Porto was announced with a cannon shot, just before docking. This was the "call" for everyone to go to the edge of the pier, where the welcome party was already starting, with a music band, singing, and parades. Then, every one accompanied the parade that took the authorities and important passengers disembarked, to the 1st District.

[...] the main artery connecting the Porto neighborhood or 2nd District, with the village, or 1st District, was the animal-drawn tram line that circulated until part of the 20th century, when it was replaced by automobiles, with the opening of Rua Nova (New Street) – today Dom Aquino Corrêa. (MARTINS JR. 2006:156).

There has always been some rivalry between the residents of the 1st District, downtown Cuiabá, and the 2nd District, Porto. However, even if the residents of the 1st District intended to discriminate against the residents of Porto, they did not avoid visiting the neighborhood, at least once a week, as 90% of the consumer goods arrived at the Vila through the pier or the Market.

This rivalry was more felt in the 20th century, especially during carnival, when the disputes between the carnival blocks of Porto, formed by blocks that paraded dancing through the streets, met with the "Corso Carnavalesco" of Cuiabá, formed by revelers who paraded in costumes. Their cars were decorated along 13 de Junho Street, between the city center and Rua Grande (Big Street) - XV de Novembro, in Porto.

Figure 03 –Júlio Müller Bridge



Source: Photographed by Gustavo Vuolo

Until 1942, when the Júlio Muller⁸ bridge was handed over to the population, the crossing between the 2nd District (Porto) and the 3rd District (Várzea Grande) was made with the Barca Pêndulo and with the traditional "chalanas"⁹ boats that transported passengers and also the goods produced in the nearby cities.

Under the influence of the "March to the West" led by the then President of the Republic, Getúlio Dornelles Vargas, which aimed at modernizing the regions considered empty¹⁰, Cuiabá was awarded several public works that altered the landscape of the municipality and redesigned its urban perimeter...

The construction of the Júlio Müller bridge, for example, brought about profound changes in life in Cuiabá.

In this new urban context, Porto lost its economic importance and urban value, which led several traditional families to move to other more valued neighborhoods.

The Porto neighborhood was home to prominent politicians, prosperous sugar mill owners, high-ranking merchants, and shipowners, who owned shipping companies. This explains the fact that they built excellent residences there, mainly on XV de Novembro Avenue. During this period, it

⁸ Julio Strübing Muller, then Deputy, was elected by the Legislative Assembly as Governor of the State of Mato Grosso, in 1937, to complete the term of the 6th Interventor, Cel. Newton Cavalcanti, to conclude that governmental period. Being the 13th Constitutional Governor of the State of Mato Grosso. He administered 37 days as Constitutional Governor, as the Government of the Republic, with support for the armed classes, dissolved the Chamber and the Senate. With the coup d'état of November 10, 1937 (Dictatorship Vargas), he was appointed, in the same month, Federal Interventor of the State of Mato Grosso, the former Governor who governed the State from 1937 to 1945, when the fall of the Dictatorship (MARTINS, 2006, p 102/103).

⁹ The "chalana" is used for navigation in the rivers of the Pantanal. It is a kind of wooden and straw house on stilts, built in anticipation of the rainy/flood season.

¹⁰ In his justification for the creation of new Territories, President Vargas declared: "We are not driven by any other imperialism other than that of growing within our territorial limits to make economic borders coincide with political borders; the sparse population of some border regions represents, for a long time, a reason of concern for Brazilians..." (PÓVOAS, 1995, p.406).

was common for families to organize soirees and have pianos in their homes. (POVOAS, 1980:45).

Cuiabanos who still live in the neighborhood and even those who lived there and moved away, remember with nostalgia the time when the residents "were as if they were from one family".

During the Dante de Oliveira¹¹ government, between 1994 and 1999, a revitalization was carried out in Praça do Mercado do Peixe, including the demolition of some houses for the construction of the Municipal Aquarium and the Mirante. In the same period, the merchants were transferred to the Mercado Varejista do Porto¹² (Porto Retail Market), at another point in the same neighborhood and, at the same time, the old market would become the Museu do Rio (River Museum).

The sad consequence of these changes was the gradual oblivion of that important historic area of the city that, after some time, survived only as a kind of hologram of the glory days, configured in the decrepit mansions abandoned to the action of time. From then on, the old Porto Geral began to metamorphose, until it was recognized as a "marginal and violent" neighborhood.

The Cuiabá/Várzea Grande connection through the Júlio Müller bridge also connected Mato Grosso to other Latin American states and countries with which it borders, causing a surprising evolution in the municipality. This contributed to the reconfiguration of urbanity in Cuiabana and, in a way, influenced the daily life of Cais do Porto, which gradually lost its importance as a point of commerce and housing.

Parallel to this metamorphosis and in line with the federal migration policy in force in the 1970s, Cuiabá and Várzea Grande received a significant number of immigrants, mostly from the southern region of the country. Those who stayed in Cuiabá contributed substantially to the change in urban spatiality¹³, since, due to demand, new areas of urban occupation and new neighborhoods were opening. The influx continued to increase, and with it socio-economic problems grew.

This picture only changed when President Emílio Garrastazú Médici demonstrated that he was convinced that the Midwest was in a position to make an extraordinary

¹¹ Dante Martins de Oliveira was born in Cuiabá, MT, on 06.02.1952. He was a civil engineer and politician nationally known for authoring the constitutional amendment that proposed the re-establishment of direct elections for President of the Republic, in a movement that resulted in the "Diretas Já" campaign. He was elected mayor of Cuiabá, a position from which he left between 05.28.1986 and 06.02.1987, when he was Minister of Agrarian Reform. He was a candidate for federal deputy in 1990 and was not elected, but in 1992 he was elected for his second term as mayor of Cuiabá, a position he resigned in 1994, months before being elected governor of Mato Grosso. He was re-elected governor in 1998 and, when he left office in 2002, he lost the election for senator. In 2006 he would run for another term as federal deputy, but died on 06.07.2006, Cuiabá, MT, victim of pneumonia in a condition aggravated by diabetes

¹² In 1994, the transfer of 483 merchants to the Porto Retail Market, "Campo do Bode", on Avenida 8 de Abril, begins. From then on, the revitalization works will be implemented with a budget of US\$ 1.3 million. In this controversial and tumultuous process, the Rio Museum was only inaugurated in August 1999, with the name of Complexo Sérgio Motta, in honor of the Minister of Communications of the Fernando Henrique Government, who died in 1998. Reason: Motta would have made the project economically viable. project, paid for with funds raised by state and federal cultural incentive laws.

¹³ Between 1970 and 1980, the population of Cuiabá increased by 115,980 inhabitants, which represented an extraordinary growth of 218% in that decade, according to the General Census of Brazil – 1980, vol1, tome IV, nº 24, SEPLAN, PR/FIBGE, 1980 (De Lamonica Freire, Julio, 1997).

contribution to its development, as long as it resolved the basic problem: integration with the rest of Brazil.

Driven by integration programs and by the incentive to move to the interior, where land was sold at very low prices or even given free of charge to rural settlements, the number of immigrants decreased a little in Cuiabá.

SPATIALITY SITUATION

Faced with the current problems of the Porto neighborhood, the community became aware that it can no longer live on nostalgia and that it needs to organize itself to build its own “modus vivendi”, adequate to the current reality. Among the possibilities outlined by the leaders is historical tourism, which, in addition to being a means of including the local workforce, is a way of telling the story of one of the oldest neighborhoods in Cuiabá. In the area object of this study, restricted space between Praça Luís de Albuquerque and the Porto Retail Market; between the Rio Cuiabá and Senador Metello Avenue, are some of the potentially tourist spots, with ample conditions to cater to visitors who want to know the history and popular tradition of Cuiabá. In order to think about establishing a line of work with the community, it would be necessary to count on the support of the Public Power, until then lacking. This omission is present in conversations with residents, who say they are tired of promises never fulfilled and the discredit that prevails among them. The analysis, even if superficial, of the events recorded by history in the last centuries, shows that the Porto neighborhood was and still is a neuralgic point in public policies, where any proposal for architectural revitalization will only reach its objective, if it covered the entire infrastructure. sanitation, public lighting, security and psychosocial programs aimed at the community. Most respondents expressed the desire to have access to professional training courses, not only to meet the needs of tourist infrastructure, but also to expand employment opportunities. Parallel to the demand of the private sector, the public power's staff will also demand a larger contingent of qualified labor, to support the tourist infrastructure of museums and major tourist attractions, if these attractions actually start to receive visitors on Saturdays, Sundays and holidays. Therefore, to make the proposal to (re)signify the space of the old Cais do Porto a reality with tourism and social inclusion, all that is lacking is political will, since any project of this nature needs special attention from the Public Power.

The solution is not utopian

All these actions can be facilitated if supported by Municipal Decree No. 3,617 of 11/05/1999, which regulates Law 3434, of 13/01/95, amended by Law 3722, of 23/12/97, which establishes the incentive tax of 25% (twenty-five percent) of the total tax incentive to be distributed, for the realization of a cultural project to be granted to individuals or legal entities, domiciled in the Municipality of Cuiabá. Pursuant to Art.8 of this Decree, the incentivizing taxpayer, as long as he observes the validity period of the certificate, may use the amount applied to pay the IPTU and/or ISSQN due by him, at each incidence of taxes. For this purpose, percentages of the value included in the Tax Incentive Certificate issued by the Municipal

Finance Department of Cuiabá are considered, that is: 50% in the case of investment, 75% in the case of sponsorship and 100% in the case of donation. Article 11 describes projects that cover music, dance, theater, circus, cinema, photography, video, literature, plastic arts, graphic arts, philately, folklore, handicrafts, historical and cultural heritage, museums and cultural centers.

TOURISM AS A (RE)SIGNIFICATION TOOL

Within the revitalization proposal would be included the standardization of the ceilings "testeiras¹⁴" and eaves "beirais¹⁵" in the historic buildings of Liu Arruda Square (Rio Museum Square), aiming to return them to the original style modified over the years. At the same time, the serious problems of sewage and basic sanitation would be solved, and the public lighting of the square would be grounded to give a better visual effect to the older buildings and ostensible lighting on the bank of the Cuiabá river, whose scenic beauty is unparalleled but is hampered by the presence of marginality and accumulated garbage. There is no way to implement tourism without first remedying these deficiencies. Although it is already visited by tourists, the logistics of local commerce, in the surroundings of the Museum of Rio and the Municipal Aquarium, need to be adapted for the provision of tourist services. This may be one of the reasons for City Tours to detour to other destinations. Without tourists, the logical reaction of the traders is to continue working in the same way as they have been doing since they established themselves there, dozens of years ago. Therefore, a vicious circle is created: without tourists, there is no adequate infrastructure for tourism; without adequate infrastructure for tourism, there are no tourists

River Museum

The building of the old Fish Market, built in 1899, follows architectural features of the European neoclassical style. This was, without a doubt, an interesting choice, considering the technology used to build its walls. At the time, there was no cement to build walls; thus, the population used the adobe mass that, over time, lost its original characteristics, although it still maintains its main regional architectural traits.

It is a landmark for life in Cuiabana, not only for the Porto neighborhood but also for the city... The main regional points of purchase and sale were established in it and the old Cais do Porto. (MASTER, 2002:48).

As a landmark for life in Cuiabana, the building of the former Fish Market was listed by the Historic-Artistic Heritage of the State of Mato Grosso in 1983, by ordinance nº 26/83, when it underwent a revitalization intending to host the Museu do Rio (Museu Hid Alfredo Scaff) in 1999, and it received the Municipal Aquarium and the Mirante as anexes.

¹⁴ Frontispiece is the name given to the identification plates of stores or stands, installed on top of the facades.

¹⁵ The eave (beiral) is the extension of the roof beyond the external vertical fence. It can be made either with wood or be a small sloping slab of concrete.

Figure 04 – Rio Museum and Municipal Aquarium (background)



Source: Archive Secretary of Work, Development and Tourism of Cuiabá

Despite a large number of visitors, mainly because one of the traditional restaurants in Cuiabá is located there, there is no guidance service. The room where the explanatory model on the importance of the Cuiabá river is located was closed due to lack of maintenance and the few pieces still on display, also do not bring any type of adequate information to satisfy the curiosity of visitors.

Municipal Aquarium

The architect of the Special Projects Directorate of the City of Cuiabá, Ademar Poppi, responsible for the design of the aquarium, says that it was conceived to emphasize the old in opposition to the modern. In addition to contributing to the concept of historical rescue, there were around 50 species of fish, among the best known in the Platina Basin region, selected from among the 267 species existing in the Pantanal. In the six aquariums with a capacity of 12 thousand liters of water each, there are species that are separated according to ichthyological compatibility. Two of them present a comparative study between two moments of the Cuiabá river: in one of them, the river in the polluted state in which it is currently found; on the other, a demonstration of the proper conditions the river should be in. Another of these smaller aquariums is made available for traveling exhibitions or for exhibits at science fairs and schools. Despite the efforts of an official, the Municipal Aquarium it urgently needs more professionals to attend to visitors and also needs a general renovation. The weak structure that has maintained it since 1999 has left scars on the walls and aquariums, which are in a disgraceful state. The contemplation from the viewpoint is one of the most privileged over the Cuiabá river which, as in the other tourist spots in the square, also requires specialized guides to place the visitor in that space.

Carnival in Porto

As well as other points considered to be potentially touristy and in need of care, Carnival, the biggest attraction of the Porto neighborhood community, seems to have forgotten about Corso, which paraded on foot to the center of Cuiabá, wearing costumes produced by the participants of the local blocks. Today, without the financial support previously granted by the City Hall, the carnival blocks in Porto are restricted to “playing” around the neighborhood.

According to Barros (1982:25),

The first carnival band in Cuiabá was founded in 1861, still called “Entrudo”¹⁶. People went out into the streets masked, throwing water, paint and flour at each other. Later, they started to throw lemon scent and, later, launch perfume, confetti and serpentine.

For some years, the Corso was held in the center of the city. They took part in it with decorated cars, from where the costumed elite threw streamers and confetti at the public that watched the parade from the sidewalks. Gradually, groups from the center of the city, mainly from Jardim Albuquerque, began to celebrate Carnival in clubs and the Corso ended. If carnivals were reactivated, for example, in addition to providing more popular entertainment, an event would be created for the general public, which would bring good returns to the public purse. In addition to activating an entire artisanal sector for the creation of costumes and props, whose sales return would improve the HDI (Human Development Index) of the neighborhood's residents.

Luis de Albuquerque Square

According to data from MARTINS Jr. M.M. (2002:159), in the square where the Arsenal da Marinha de Cuiabá was located, built in the 19th century which in 1874 was transferred to Ladário, near Corumbá. From then on, the building was occupied by an Artillery Company that later transferred it to the 8th Infantry Battalion of the National Army which, in turn, was transformed into the School for Sailors' Apprentices. At the beginning of the 20th

century, already in ruins, it gave way to Praça Luiz de Albuquerque, inaugurated on 12/09/1919, as part of the commemorations of the Bicentennial of Cuiabá. Like other squares from the colonial period, the square was landscaped, had a bandstand and, in the 1940s, an iron fence was installed around it and visitors were not allowed between 9:00 pm and 6:00 am, when its gates were closed to protect the heritage. .

The monolithic obelisk installed in the center was donated to the population of Cuiaba by the population of Corumba, on the occasion of the commemoration of the 50th

¹⁶ Carnival was introduced in Brazil by the Portuguese, probably in the 17th century, under the name of entrudo. This way of playing, which persisted during the Colony and the Monarchy, consisted of a joyful but violent revelry. People threw at each other water with tubes or wax lemons and then powder, lime and whatever else they could get their hands on. Fought as a wild game, Shrovetide prevailed until less aggressive play elements appeared, such as confetti, streamers and perfume launchers.

anniversary of the Retake of Corumbá, in recognition of the Cuiabans who went there to face the Paraguayan army and returned that important city to Brazil in 13 /06/1867.

This space would be able to be occupied, on Sundays and holidays, with craft fairs, shows and art exhibitions, toy libraries and recreational activities for the general public, if the public administration would be in charge of security and control of visitors.

Traditional Streets

- Alley Hot, today Comandante Balduino Street

It received this name because the space that formed the street was narrow, with houses on both sides, an architecture that did not allow air circulation and made the area very hot. Despite the heat, the people who have lived there for more than forty years fondly remember the chairs on the sidewalk to chat in the evenings.

- Alley da Lama (Mud Alley), today Comandante Suído Street

It was a stronghold of bars and brothels on Cais do Porto, which formed a kind of "watershed" between the bas-fonds and the "family houses" that were two blocks away. Today, there are practically no more houses and bars that survive prostitution.

- Rua Grande (Big Street), today XV de Novembro Street

It caught the attention of the people of Cuiabá until the 1960s. On Sundays, one of the most traditional "programs" was to walk through the streets of Porto, listening to the matinees that echoed from the charming mansions.

These and many other streets have conditions for recovery or revitalization, to make the neighborhood even more bucolic than it already is. Most of the families that abandoned their houses still live in Cuiabá. Why not involve them in a project that offers tax incentives to transform the rubble into entertainment venues, such as typical restaurants, nightclubs with traditional music and so many other attractions that are lost in time?

RESULTS AND CONCLUSION

Perhaps residents can no longer sit at the door of their houses to enjoy the tranquility of Cuiaba's late afternoons for a pleasant "prose", due to the violence that has taken place in the neighborhood, or due to changes in the natural habits of modernity, but the what can be seen is a huge nostalgia on the part of the elderly and great insecurity on the part of the younger ones (some are even ashamed to say they live in Porto).

More security, actions aimed at the reception of visitors, and qualification of the local workforce, seem to be the way, not only to recover or revitalize the Cais do Porto but also to rescue self-esteem and the "cuiabania"¹⁷ and people who love the space where you live or have lived.

Regrettably, all are ignored by the authorities. They ignore the elderly who survive without medical assistance; young people who struggle with unemployment or

¹⁷ Those who keep the traditions and the typical accent of Cuiabá

underemployment due to a lack of professional guidance and children who are at risk due to a lack of daycare centers and local entertainment.

They even ignore that several items of Decree 3617/99 fit into the proposal for architectural and psychosocial revitalization of the Porto neighborhood, including supporting shopkeepers.

The Neighborhood Association can organize itself with the Public Power as an administrator, to act as a link in a project that includes the community, the business sector, and universities, to delegate support aimed at different types of service provision and thus prepare a service infrastructure to the tourist demand and commercialization of artisanal products from the region.

For social actions, the Government could make available one of the many empty public buildings that exist in the neighborhood, to install a service center for the health and social areas, as well as a daycare center and a space for the elderly and courses.

This would be the port that Cuiabanos always dreamed of after the changes that took place after the construction of the Julio Müller bridge in the 1940s, but which they did not know how to preserve amid the city's urban redesign process, in some way, have its culture in mind. and its history.

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